

PSA DAY

Producer's Packet



Non-profit PSA Day

Are you a non-profit organization or community service provider that needs media support to promote your organization or event? Do you want to educate the Bedford audience about your organization's work? If you serve Bedford, we can help.

Our goal: to give you an opportunity to tell your organization's story in your own words and with your own images - at no cost to you. As a community service, the staff at Bedford will work with you to produce a 30-second public service announcement (PSA) free of charge. All of the public service announcements recorded on PSA Days will be shown on Bedford TV's Public Access Channels (seen on Comcast 8 & 99 and Verizon 38 & 40) in Bedford and surrounding towns (depending on the cable provider). PSAs are uploaded to Bedford TV's YouTube Channel - so you can use the PSA in your organization's social media, website and online outreach efforts.

What is a Public Service Announcement (PSA)?

A PSA allows you to promote the mission, goals and/or services your organization provides to community. It's a short video that relays information to the public e.g introducing your organization, publicizing an event or rally the public around a specific cause.

Bedford TV is a non-profit, non-commercial television station and commercial messages are prohibited. Non-profits can promote their organizations and events, but cannot include references to dollar amounts or fees.

General PSA

A general PSA allows you to promote the mission, goals and/or services your organization provides to the community.

Who	The name of your organization
Why	The mission or goal of your organization
What	A brief overview of the services your organization provides
Where	Address/location of your organization
When	Hours of operation or availability
Contact	Phone, mail, email or website for more info.

Sample Script:

Are you looking for a way to give back to your community as well as meet new people? The [YOUR ORGANIZATION] meets the first Monday of every month and sponsors town events such as [YOUR EVENT 1], [YOUR EVENT 2]. We also raise awareness for [YOUR

CHARITY] and provide scholarship opportunities for local students. If you'd like to make a difference, contact us at 781-555-1234 or visit our website at WWW.YOURWEBSITE.COM.

Event Specific PSA

An Event Specific PSA promotes a special event your organization is holding. The goal is to focus on the key information about the event itself (rather than the sponsoring organization). You should plan it several months in advance of the event to allow time for editing.

Who	The organization sponsoring or benefiting from the event
What	Name of the event (e.g. carnival, picnic, walk etc.)
Why	The purpose of the event: to raise funds, promote awareness
Where	Address/location of the event
When	Date/time of the event
Contact	Phone, mail, email or website for more info.

Sample script:

[YOUR ORGANIZATION] is holding our annual Spring celebration Saturday, April 8 from 9 AM to 3 PM on the Town Common. There will be live music, great food and raffle prizes all day long. Fun for the whole family! For more information, call 781-555-1234 or visit our website at WWW.YOURWEBSITE.COM.

Planning Your PSA

A PSA is comprised of a script, an announcer and visuals. The script **must** be completed before you arrive to record the PSA. If you have any questions during the process, please don't hesitate to contact us!

Script

Who knows more about your organization or topic than you do? Assign a member of your staff or even yourself to create the copy or script that will be read to promote your organization, event or service. As a PSA writer, you are given 30 seconds to get your information out there to the viewing audience so keep your script simple and to the point.

Key points to remember:

- Because you have limited time to reach your audience, the language should be **simple and vivid**. Take your time and make every word count. Make your message crystal clear. Choose points to focus on and check your facts! Try to keep your script between 30 seconds and 1 minute.

Length of PSA	10 seconds	15 seconds	20 seconds	30 seconds
# of words	20-25 words	30-35 words	40-50 words	60-75 words

- The content of the writing should have the right "hooks" - words or phrases that grab attention - to attract your audience. A hook can be something funny, a shocking statistic, catchy music, it can be an emotional appeal, or something else.
- The PSA should usually request a specific action, such as calling a specific number or visiting a website to get more information. You want listeners to do something as a result of having heard the PSA

Be sure to practice your script before PSA Day, to be sure you are comfortable with it. You will be reading the script off a teleprompter, but practicing will ensure you don't stumble through words on the screen.

Announcer

Once you have completed your script, you will need someone to read it for the PSA. It can be done on camera or as a voice-over. If necessary, Bedford TV can provide someone to do the voice-over for you. Otherwise, please select your own announcer, keeping the following items in mind: they should have a clear speaking voice, a warm and relaxed presence and clear annunciation. The script will be loaded onto a teleprompter for them to read. If the announcer will appear on camera they should avoid wearing green or white (unless under a jacket). They should also avoid small patterns e.g plaids or narrow stripes.

Visuals

Graphics, logos, still photos and video clips will enhance your PSA and in the case of a PSA using a voice-over, these visuals will be needed to fill the time on screen.

All images should be high-resolution, high quality with no less than 72 dpi, 1280px by 720px. They should be provided at least 2 days in advance of PSA day. Contact us at studio@bedford.tv to discuss format and quality requirements for video clips. You must own the copyright and/or have permission to use the visuals.

PSA Day Checklist

- Name of Organization/Contact information provided.
- Script (provided to Bedford TV 2 days before PSA day in a text file). Email
studio@bedford.tv
- Announcer selected:
 - Voice-over (select one of the options below)
 - Your candidate/name and title
 - Bedford TV will do the voice-over
 - On-camera
- Visuals (provided to Bedford TV 2 days before PSA day) -- especially important for
voice-over.
- Time slot booked